

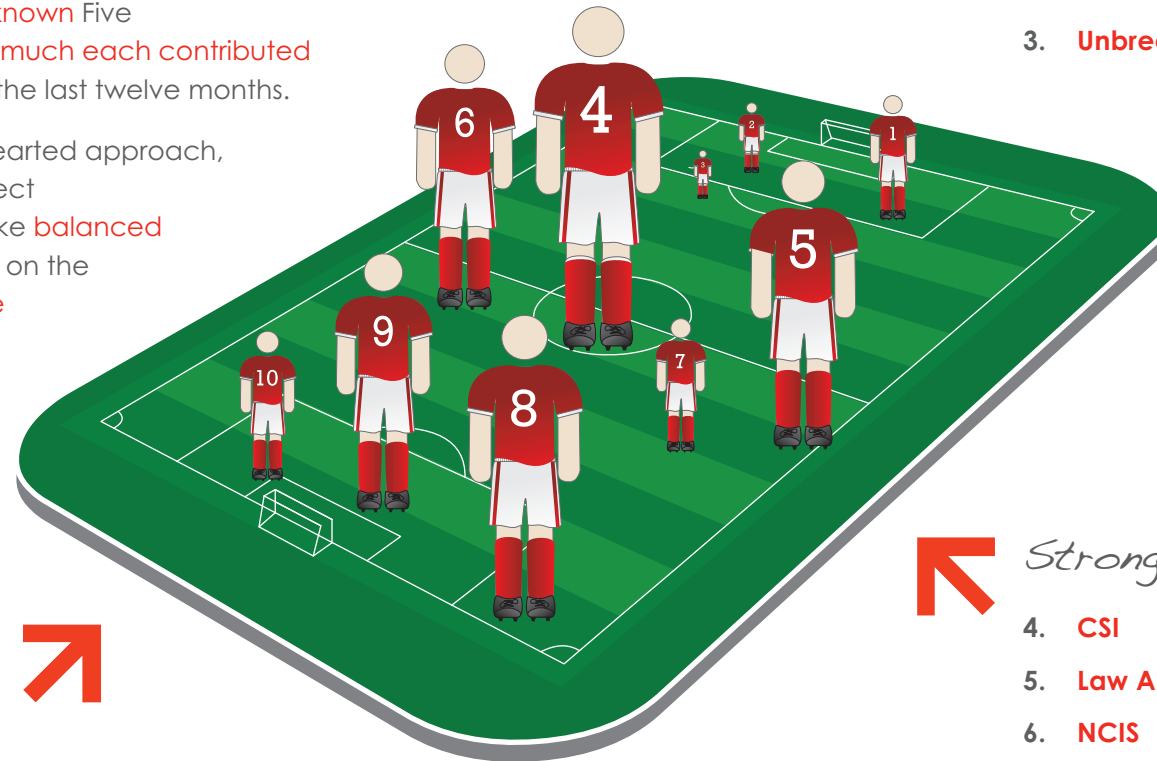
If Five were a football team, where would you find the top players?

We wanted to find out: Are the high-profile signings – the Beckhams of Broadcast – **the real crowd pleasers?** And have the channel controllers found a formation that **balances bold attacks with sure-footed defence?**

We've picked **some of the best known Five** programmes and analysed **how much each contributed to the channel's audience** over the last twelve months.

Sure, we've taken a fairly light-hearted approach, but we have been careful to select **representative programmes**, make **balanced judgements** about their positions on the field and, of-course, **work out the figures carefully.**

It's an interesting picture coming out of this exercise, so please **jump to the next page for all the commentary...**



High Profile Strikers

1. **Ice Road Truckers** 1.09%
2. **Paul Merton In India** 0.35%
3. **Unbreakable** 0.16%

Strong Midfielders

4. **CSI** 8.29%
5. **Law And Order** 5.84%
6. **NCIS** 4.93%
7. **House** 1.25%

Trusty Defenders

8. **Neighbours** 6.55%
9. **Home And Away** 4.67%
10. **Trisha Goddard** 1.56%

Tune-in for the nearly-live commentary:



“ It’s a shame that Unbreakable – one of very few players to have come through the domestic youth policy – failed to deliver the goals promised on debut. No chance of this lot breaking the wages cap. ”

“ Here we have what’s know in the trade as ‘an Arsenal midfield’. That is, they are all foreign imports. ”

“ This must be the first time a British defence has been made up entirely of players who first came to prominence in the Australian league. ”

Need a fresh, accessible approach to audience data?

At Digital-i we are **experts in audience data**. We understand it. Like really understand it. But we aren’t your stereotypical statisticians; for a start we can speak in **plain English**. We also recognise the difference between, say, a broadcast executive and a programme researcher. So we provide different types of information, with **analysis at different levels** for each.

This extends from our **bespoke data consulting** right through to our highly-acclaimed **new overnights service**. Which you can preview for free. On your PC or even on your BlackBerry. Which is perfect if you’re hoping to sneak off to watch a Champions League match.

For more insight call **01823 259 113**, visit **www.digital-i.com** or email **info@digital-i.com**. Go on my son!

Strikers:

Ice Road Truckers
The Gadget Show
Cricket On Five
Fifth Gear
Ax Men
The World’s Strongest Man
The Hotel Inspector
Paul Merton In India
I Own Britain’s Best Home
Superstars
Extraordinary People...
Banged Up Abroad
Rory And Paddy’s Great British...
Breaking Into Tesco
Extreme Fishing With Robson Green
Unbreakable

Original Productions 1.09%
North One Television 1.05%
Sunset & Vine 0.59%
North One Television 0.55%
Original Productions 0.51%
TWI 0.40%
Two Four Productions 0.40%
Tiger Aspect Productions 0.35%
Talkback Thames 0.34%
IMG Media 0.29%
Various 0.28%
Raw TV 0.25%
Iwc Media 0.23%
Ricochet 0.21%
IWC Media 0.18%
Ricochet 0.16%

Midfielders:

CSI
Law And Order
NCIS
House
Grey’s Anatomy
Police Interceptors
The FBI Files
Shark
Zoo Days
Animal Rescue Squad
Most Shocking Celebrity Moments Of
Monkey Life
True Csi
Cooking The Books
Warship
Build A New Life: Was It Worth It?
How Do They Do It?
Monster Moves
Megastructures
Rough Guide To...
It Pays To Watch
Build A New Life In The Country

Jerry Bruckheimer 8.29%
Wolf Films 5.84%
Belisarius Productions 4.93%
NBC 1.25%
Touchstone Television 0.68%
Raw Cut Television 0.60%
New Dominion Pictures 0.60%
Twentieth Century Fox 0.47%
ITV Productions 0.47%
True North 0.44%
Shine 0.42%
Athena Films 0.32%
Cineflix 0.29%
Talkback Thames 0.27%
ITV Productions 0.27%
Shine 0.27%
Wag TV 0.27%
Windfall Films 0.24%
Darlow Smithson 0.21%
Lion Television 0.20%
Moneysaving Productions 0.19%
Shine 0.17%

Defenders:

Neighbours
Home And Away
Five News
The Wright Stuff
Trisha Goddard
Football Italiano
Major League Baseball 2008
Fifi And The Flowertots

Fremantle 6.55%
7 Productions 4.67%
Sky 3.78%
Princess Productions 2.16%
Town House Tv Productions 1.56%
Sunset & Vine 0.43%
Sunset & Vine 0.25%
Chapman Entertainment 0.23%